



G. N. Kuruc, Jr.
Key Account Manager
400 Raritan Center
Edison, N. J. 08837
908-225-4774
Voice Mail 43778

February 21, 1997

To: C. A Dibenedetto
Kevin Brandt

RE: Foodarama Supermarkets (1150-00-00)

As you know Foodarama has made a decision to remove all UPM's from self-service effective immediately. Our Retail Partners Contract has changed to Total Non Self-Service. You will find the following designations in your computer:

CTN Outlet TNSD	\$ 145.00
CT OUTLT EH MC	\$ 264.00
CTN AC MAT L3D	

All packs will now be sold from our springfed setups in Foodarama's Customer Service Centers. As part of the coexistence agreement with Foodarama Philip Morris Brands will occupy 50% of the top pack facings in a vertical load situation.

In conjunction with this change, it will be necessary to install a Non Self Service display on the customer service counter in every Foodarama Store including the Liquor Stores in Freehold and Neptune. The display has two (2) trays with a total of 16 product facings.

Display Load: 8 Facings WINSTON King/Box/Lt. King/Lt Box
 8 Facings SALEM King/Lt King/Lt 100s/Slim Light

Displays have been ordered to the NY Metro ROU. Please plan on installation of these displays during March coverage of Foodarama Stores. Displays for the Central Jersey Division Stores can be picked up at the ROU.

Note to Kevin Brandt: Please let me know if you would like to pick up the displays for your Foodarama Stores or if you would like them sent UPS to your storage area.

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Attached is letter of authorization from Foodarama Headquarters clearly indicating the new display and the importance of placing it in each store to qualify for payment.

If your Retail Representatives encounter any problems in placing displays, please have them call me at voice mail 43778, or 800-258-7922.

Thank you for your assistance.

Best Regards,

Nick Kuruc

Attachment

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